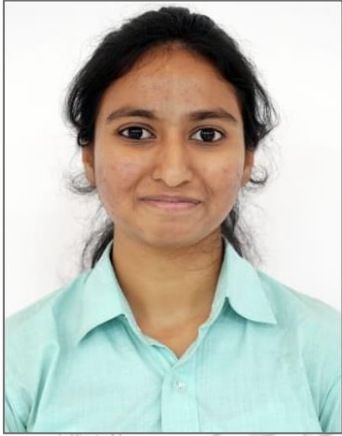


Team MARI CO.



Debosree Roy

SCC x XLRI

Himalaya Wellness

"Saffola Oats: My morning starter"



Partho Pratim Kar

JU x XLRI

Walmart

"Parachute: Maa ki Champi"



Drisha Paul

JU x XLRI

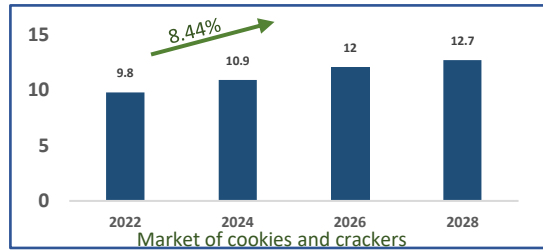
Nestle

"Livon: My haircare solution"

The problem statement

Where should Marico diversify given its current portfolio?

The Snacks market in India



The snack food market in India (consisting of Tortilla and Potato chips, Flips & Pretzels) is expected to show a CAGR of **9.01% by 2028**, under which comes the cookies & crackers market displaying a future growth of **8.44%** in revenue.

As per research, there are certain items universally preferred as snacks, and biscuits and related products show a consideration of **76% in all India, with the breakups given zone-wise.**

The Snacking behaviour of consumers

Category	India	N	S	E	W
Non-veg items	55	53	56	62	52
Biscuits, cakes	76	81	78	70	71
Bun, dhoklas,	48	53	45	44	51
Namkeens	77	84	68	77	80

According to primary survey across 112 consumers

Occasion	% age
Casual munching/ with tea	25
Alcohol accompaniment	28
Timepass/ impulse eating	27
Children feeling hunger pangs	30
Partying or get together	45

We try to propose a product that is versatile & caters to all occasions, but in a **healthier way**- whether it is a social event or a leisurely evening, munch on it **without guilt**

What consumers look for in snacks

When it comes to savoury snackable items, consumers look for something that is **crispy and crunchy in texture** to re-energize. **A bite size, square/rectangle shape** is found to be most convenient for such snacks. A lot of people also want to savour their snacks with various dips, and thus want them to be **thin but sturdy enough to hold the dips**. When it comes to nutrition, **clean/ natural ingredients** leads the board

Who are the typical consumers for a healthy snack?

The consumer	Behaviour	Why they snack	Freq.	What in snack?
Partho, 26 The fitness enthusiast	an MBA student, exercises regularly, packed daily schedule	Looks for guilt free options that allows him to cheat	2-3 times a week	Crunch, calorie count
Pratiti, 28 The office goer	Works as consultant in law firm, relies more on snacks than meals	Looks for quick ready to go snacks that is fuss free	Almost daily	Quick energy, no stickiness
Shazia, 32 Conscious homemaker	Runs her own business, concerned about children and family's health	Keeps the kids satiated, can be given lunchboxes as well	4-5 times a week	Nutritional content, filling,
Arindam, 54 The Health conscious	Runs her own business, concerned about children and family's health	Looks for options that are tasty but don't interfere with health	1-2 times a week	Nutritional content, filling,
Kritika, 24 The social bee	Loves hosting parties and get togethers for friends and family	Quick to assemble, used with dips and a pick me up	1-2 in 10 days	Tasty, stays crispy

Who are the typical consumers for a healthy snack?

	National brands	Regional brands
Healthy	Quaker oats, Kelloggs' cornflake	Pukka, Organic India, Organic tattva, Niraparra
Non-healthy	Maggi, Doritos, Sunfeast, Bingo, Kurkure	Bikano, Baidyanath, Cremica

Blue ocean strategy

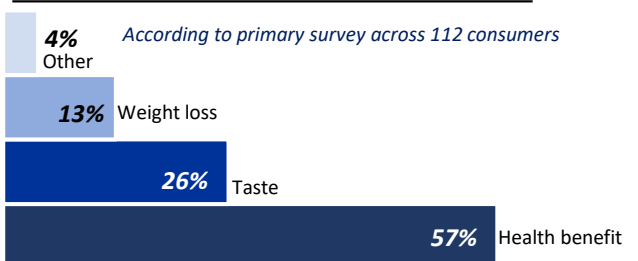
Our product proposal

“MILLI-bites”,
Crack up....

Our proposal:
“MILLI-bites”, a range of millet crackers, a pioneer in the world of healthy snacking



What consumers associate with millet?



Alignment with the Marico portfolio

- Crackers is a relatively untapped market compared to other snacks in India, with no major players
- The product positions itself as healthy & nutritious- in line with the portfolio of **Saffola**, which already has products like **Nutrella, the Fittify line, Ragi chips**
- The healthy food portfolio lacks items which can be consumed on-the-go, a quick savour. Our Millet Cracker perfectly fills in the gap

Elevate the snacking experience with saffola multigrain millet crackers –a thin, crisp, wholesome go-to snack for all ages. Packed with nutrient-rich millets and grains, each cracker is a delicious fusion of health and flavor, **making better snacking an everyday habit!**

Product pricing of similar products in market

1.5/g	0.3/g	0.3/g	0.3/g	0.7/g	0.28/g

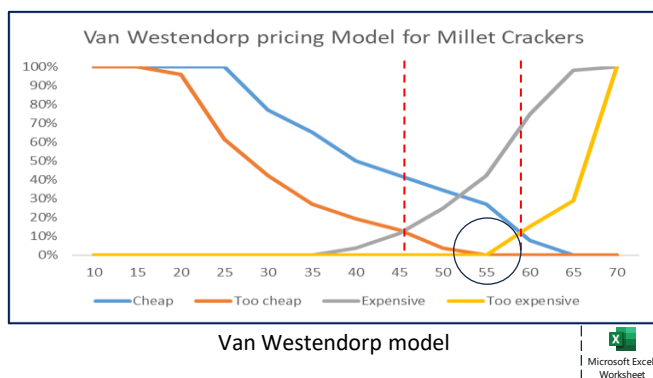
MILLI-bites product range

Through primary surveys conducted and secondary research, the top 3 flavours preferred by the consumers are-

- Herbs & Garlic:** taste of garlic, seasoned with herbs like thyme, rosemary, oregano; adds savour & aroma
- Spicy Masala:** bringing out the Indian kitchen condiments like coriander or curry spices
- Cheesy:** a side of classic salty and tangy taste with rich cheesy mouthfeel

Competitive Pricing of MILLI-Bites

Looking at the prices of similar products of competitor brands, we arrive at an optimal price point if **INR 50 for 100gm**. Given below is Van Westendorp model for the pricing. For pilot product, the released SKU will be of **100gm**. The future SKUs that can be released are of **300gm & 500gm**.



Value proposition

MILLI-Bites is a versatile product. Starting from a healthier cheat option, to giving high energy to being the center of attraction in every party, it is the go-to solution for all your cravings

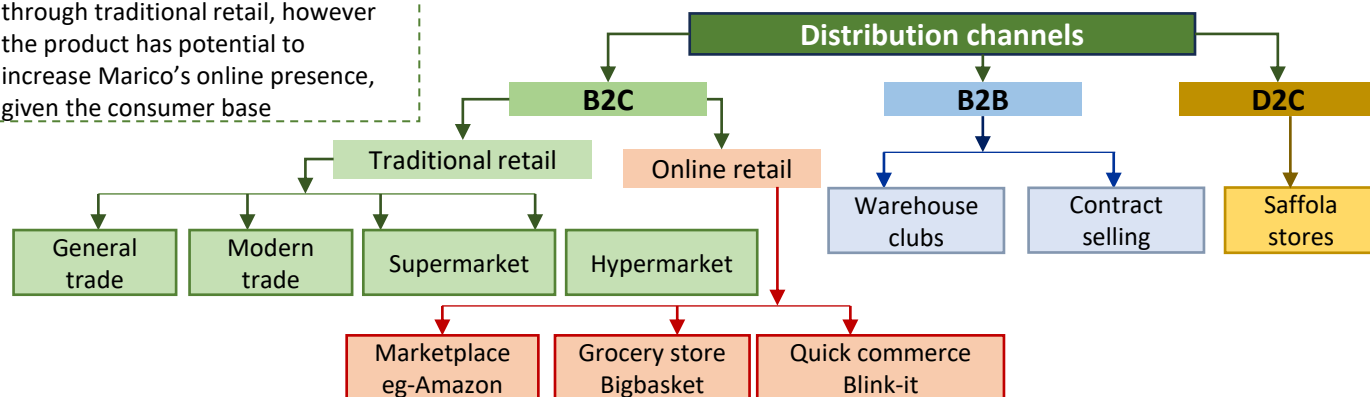
The choice for millets

- Millets are gluten-free, have superior micronutrient profile & bioactive flavonoids & low on GI, ideal for **diabetic patients**
- The market revenue projects a **CAGR of 9.2%**
- 2023 is the **International Year of Millets**, hence garnering a lot of agricultural support from Indian Government

Distribution strategy

Owing to Marico's strong online presence, higher focus initially through traditional retail, however the product has potential to increase Marico's online presence, given the consumer base

A large segment of our targeted consumer buys online, hence potential to increase online footprint



Promotional strategy

Product bundling

- For every **850 g Saffola peanut butter**, 100 gm packet of Milli-Bites free
- For every **500 g Saffola Oats**, 100 gm packet of Milli-Bites free



Social media campaigns

We shall engage with our customers through online challenges like 'My MILLI moments', 'Mera bite- MILLI –bite' where they shall be asked to share their experiences with the product, and how they have made it a part of their daily life

Influencer marketing

Collaborate with home-cooks with high Instagram and Youtube presence to show case the versatility of the product by sharing recipes

